

Message Text

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PAGE 01 LONDON 13470 161930Z

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 5649

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: OIM TARGET INDUSTRY RESEARCH, PROCESS

CONTROL INSTRUMENTATION

REF: DEPT'S A-8403

SEVEN FIRMS,(MACKINTOSH CONSULTANTS, IDC EUROPA, ACUMEN, COLONEY CANNON, INTERPLAN, PA MANAGEMENT CONSULTANTS AND INDUMAR) WERE INVITED TO BID ON SUBJECT RESEARCH AND THREE DID SO. COPIES OF THESE BIDS AIRMAILED OIM ON NOVEMBER L4. THE BIDS RECEIVED WERE:

1) COLONEY, CANNON, MAIN AND PURSELL - BID 2,200 POUNDS (OR 5,500 DOLLARS AT 2.50 DOLLARS EQUAL 1 POUND FOR U.K. ONLY. INTERVIEWS - 25 WITH U.K. MANUFACTURERS OF PROCESS CONTROL INSTRUMENTATION AND 50 WITH END-USERS. ALTHOUGH INDIVIDUAL RESEARCHERS OF THIS FIRM HAVE EXPERIENCE IN GENERAL AREA OF PROCESS CONTROL INSTRUMENTATION, THE FIRM HAS DONE NO RESEARCH IN THE SECTOR.

2) INTERPLAN

COUNTRY	INTERVIEWS	FEE
UNITED KINGDOM	35	3200 POUNDS-8000 DOLLARS
FRANCE	25	2600 POUNDS-6500 DOLLARS
WEST GERMANY	30	3800 POUNDS-9500 DOLLARS
ITALY	20	2400 POUNDS-6000 DOLLARS
NETHERLANDS	20	2200 POUNDS-5500 DOLLARS
SPAIN	15	2000 POUNDS-5000 DOLLARS

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PAGE 02 LONDON 13470 161930Z

BRAZIL 15 2300 POUNDS-5750 DOLLARS

MEXICO	10	2100 POUNDS-5250 DOLLARS
VENEZULA	15	2200 POUNDS-5500 DOLLARS
AUSTRALIA	15	2000 POUNDS-2000 DOLLARS
JAPAN	35	3900 POUNDS-9750 DOLLARS
IRAN	15	2500 POUNDS-6250 DOLLARS

INTERPLAN, NOTES THAT A SIX COUNTRY SURVEY IS CONSIDERED THE OPTIMUM AND A REDUCTION OF ONE PERCENT PER ADDITIONAL COUNTRY WOULD BE OFFERED. THEREFORE, IF THE FIRST SIX COUNTRIES WERE AWARDED INTERPLAN, THE DISCOUNT WOULD BE FIVE PERCENT MAKING THE AVERAGE COST PER COUNTRY STUDY 6375 DOLLARS. THIS FIRM HAS EXTENSIVE BACKGROUND IN THE PROCESS CONTROL INSTRUMENT AREA AND HAS RECENTLY COMPLETED A 35,000 POUND SURVEY OF EUROPEAN INSTRUMENTATION MARKETS.

3) INDUMAR

COUNTRY	INTERVIEWS	BID
UNITED KINGDOM	40	6400 POUNDS-15360 DOLLARS
FRANCE	40	6400 POUNDS-15360 DOLLARS
WEST GERMANY	40	6400 POUNDS-15360 DOLLARS
ITALY	40	6400 POUNDS-15360 DOLLARS
SPAIN	24	4800 POUNDS-11520 DOLLARS
NETHERLANDS	24	4800 POUNDS-11520 DOLLARS
SWITZERLAND	24	4800 POUNDS-11520 DOLLARS
SWEDEN	24	4800 POUNDS-11520 DOLLARS

FIRM OFFERS A TEN PERCENT DISCOUNT ON ABOVE PRICES IF TWO OR MORE COUNTRIES COMMISSIONED.

COMMENT

IF PRICE IS MAJOR CONSIDERATION IN AWARDING THIS STUDY, THEN IT APPEARS THAT THE COLONEY-CANNON BID COULD BE NEGOTIATED DOWN BY REDUCING THE NUMBER OF INTERVIEWS. IF PRICE PLUS DEMONSTRATED QUALITY IN THE SECTOR TO BE RESEARCHED, THEN WE WOULD RECOMMEND THAT THIS RESEARCH FOR NOT MORE THAN SIX COUNTRIES BE AWARDED TO INTERPLAN.

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